

AMENDMENTS TO THE CLAIMS

- At time of the Action: Claims 1–80
- Amended Claims: Claims 1, 6, 7, 19, 45, 47, 49, 51, 57, 62, 73, and 78
- Canceled Claims: Claims 55, 63, and 76
- After this Response: Claims 1–54, 56–62, 64–75, and 77–80

The following listing of claims replaces all prior versions and listings of claims in the application.

1. (Currently Amended) A method comprising:

obtaining audio/video data from a disc;

presenting the audio/video data to a user;

obtaining a set of executable software instructions from the disc;

receiving an input from the user; and

executing, in response to the input, one or more instructions of the set of executable software instructions to determine how to enhance presentation of the audio/video data to the user by using programmatic data associated with the disc, wherein the programmatic data comprises:

3D representational data;

360 degree pictorial information;

2D information;

markup data;

the set of executable software instructions;

data identifying an enhanced functionality corresponding to different devices;

enhanced video/audio data;

informational data;

data identifying which content is to be displayed for different rating levels; and

different display format data.

2. (Original) A method as recited in claim 1, further comprising:

obtaining the programmatic data from the disc.

3. (Original) A method as recited in claim 1, further comprising:

obtaining the programmatic data from a local storage device.

4. (Original) A method as recited in claim 1, further comprising:

obtaining the programmatic data from a remote storage device.

5. (Original) A method as recited in claim 1, wherein the user input comprises a user input requesting an action be taken regarding playback of the audio/video data.

6. (Currently Amended) A method as recited in claim 1, wherein executing the one or more instructions of the set of executable software instructions comprises:

identifying a temporal location of the audio/video data currently being played back;

identifying programmatic data corresponding to the identified temporal location; and

executing the one or more instructions of the set of executable software instructions to determine how to enhance presentation of the audio/video data currently being played back using the identified programmatic data.

7. (Currently Amended) A method comprising:

obtaining, from a source, audio/video data for presentation to a user;

obtaining, from the source, a set of executable instructions associated with the audio/video data;

obtaining programmatic data associated with the audio/video data; and

enhancing presentation of the audio/video data to the user based on the programmatic data processed by a playback device executing the set of executable instructions in conjunction with playing back the audio/video data, wherein the set of executable instructions are loaded by the playback device when the source is initially accessible to the playback device.

8. (Original) A method as recited in claim 7, wherein obtaining the programmatic data comprises obtaining the programmatic data from the source.

9. (Original) A method as recited in claim 7, wherein the source comprises a DVD.

10. (Original) A method as recited in claim 7, wherein the enhancing comprises improving the quality of the video data of the audio/video data.

11. (Original) A method as recited in claim 7, wherein the enhancing comprises creating an HDTV (High Definition TV) version of the video data of the audio/video data.

12. (Original) A method as recited in claim 7, wherein the enhancing comprises converting the video data of the audio/video data to a different aspect ratio.

13. (Original) A method as recited in claim 7, wherein the enhancing comprises incorporating popup information into the video data of the audio/video data.

14. (Original) A method as recited in claim 7, wherein the enhancing comprises displaying popup information when playback of the audio/video data is paused.

15. (Original) A method as recited in claim 7, wherein the enhancing comprises allowing the user to scan through important scenes of the audio/video data, wherein the important scenes are identified in the programmatic data.

16. (Original) A method as recited in claim 7, wherein the enhancing comprises presenting, to the user, a summary of important scenes of the audio/video data up to a particular point in the audio/video data.

17. (Original) A method as recited in claim 7, wherein the enhancing comprises allowing the user to access additional episodic content associated with the audio/video data.

18. (Original) A method as recited in claim 7, wherein the enhancing comprises:

improving the quality of the video data of the audio/video data;

creating an HDTV (High Definition TV) version of the video data of the audio/video data;

converting the video data of the audio/video data to a different aspect ratio;

incorporating popup information into the video data of the audio/video data;

displaying popup information when playback of the audio/video data is paused;

allowing the user to scan through important scenes of the audio/video data, wherein the important scenes are identified in the programmatic data;

presenting, to the user, a summary of important scenes of the audio/video data up to a particular point in the audio/video data; and

allowing the user to access additional episodic content associated with the audio/video data.

19. (Currently Amended) A method comprising:

receiving audio/video content for playback;

receiving programmatic data associated with the audio/video content, wherein the programmatic data comprises information describing a difference between the audio/video content and an enhanced audio/video content; and

executing a set of executable instructions to enhance the playback of the audio/video content, wherein the enhancement is based at least in part on adding the programmatic data to the audio/video content to generate the enhanced audio/video content.

20. (Original) A method as recited in claim 19, wherein the audio/video content and the set of instructions are both received from a same source.

21. (Original) A method as recited in claim 20, wherein the same source comprises a DVD.

22. (Original) A method as recited in claim 19, wherein the receiving programmatic data comprises receiving the programmatic data from a local storage device.

23. (Original) A method as recited in claim 19, wherein the receiving programmatic data comprises receiving the programmatic data from a remote device.

24. (Original) A method as recited in claim 19, wherein the enhancement comprises improving the quality of the video data of the audio/video content.

25. (Original) A method as recited in claim 19, wherein the enhancement comprises creating an HDTV (High Definition TV) version of the video data of the audio/video content.

26. (Original) A method as recited in claim 19, wherein the enhancement comprises converting the video data of the audio/video content to a different aspect ratio.

27. (Original) A method as recited in claim 19, wherein the enhancement comprises overlaying popup information on the video data of the audio/video content.

28. (Original) A method as recited in claim 19, wherein the enhancement comprises displaying popup information when playback of the audio/video content is paused.

29. (Original) A method as recited in claim 19, wherein the enhancement comprises allowing the user to scan through important scenes of the audio/video content, wherein the important scenes are identified in the programmatic data.

30. (Original) A method as recited in claim 19, wherein the enhancement comprises presenting, to the user, a summary of important scenes of the audio/video content up to a particular point in the audio/video content.

31. (Original) A method as recited in claim 19, wherein the enhancement comprises allowing the user to access additional episodic content associated with the audio/video content.

32. (Original) One or more computer readable media having stored thereon a plurality of instructions that, when executed by one or more processors, causes the one or more processors to:

- access audio/video content obtained from a DVD;

- identify a current portion of the audio/video content being played back;

- identify programmatic data that corresponds to both the audio/video content and the current portion being played back; and

- enhance presentation of the audio/video content based at least in part on the identified programmatic data.

33. (Original) One or more computer readable media as recited in claim 32, wherein the programmatic data is also obtained from the DVD.

34. (Original) One or more computer readable media as recited in claim 32, wherein the one or more computer readable media comprises the DVD.

35. (Original) One or more computer readable media as recited in claim 32, wherein the programmatic data includes a plurality of different portions and the audio/video content includes a plurality of different portions, and wherein different portions of the programmatic data correspond to different portions of the audio/video content.

36. (Original) A computer readable media having stored thereon a data structure, comprising:

- a first portion containing audio data and video data;

- a second portion containing programmatic data;

- a third portion containing a plurality of instructions, wherein when executed the plurality of instructions is to determine, based on which of the audio and video data are being presented, which of the programmatic data to process.

37. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to improve the quality of the video data.

38. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to create an HDTV (High Definition TV) version of the video data.

39. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to convert the video data to a different aspect ratio.

40. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to incorporate popup information into the video data.

41. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to display popup information when playback of the audio data and video data is paused.

42. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to allow the user to scan through important scenes of the audio data and video data, wherein the important scenes are identified in the programmatic data.

43. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to present, to the user, a summary of important scenes of the audio data and video data up to a particular point in the audio data and video data.

44. (Original) A computer readable media as recited in claim 36, wherein the programmatic data is processed to allow the user to access additional episodic content associated with the audio/video data.

45. (Currently Amended) A method performed by a playback device, the method comprising:
obtaining audio/video content to be presented to a user;
obtaining programmatic data associated with the audio/video content; and
responsive to an input from the user, executing a set of executable instructions in
conjunction with playing back the audio/video data, wherein the executable instructions are
loaded by the playback device when the audio/video content is initially accessible to the
playback device, wherein the set of executable instructions that use the programmatic data to

improve ~~the~~ a quality of the video of the audio/video content and the programmatic data
comprises:

3D representational data;

360 degree pictorial information;

2D information;

markup data;

the set of executable software instructions;

data identifying an enhanced functionality corresponding to different devices;

enhanced video/audio data;

informational data;

data identifying which content is to be displayed for different rating levels; and

different display format data.

46. (Original) A method as recited in claim 45, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

47. (Currently Amended) A method comprising:

obtaining audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of executable instructions that use the programmatic data to create an HDTV (High Definition TV) version of ~~the~~ a video of the audio/video content, wherein the programmatic data comprises additional information describing regions of the HDTV version absent from the audio/video content due to an aspect ratio and an increased picture quality for the audio/video content.

48. (Original) A method as recited in claim 47, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

49. (Currently Amended) A method comprising:

obtaining audio/video content having a first aspect ratio to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of executable instructions that use the programmatic data to convert the video of the audio/video content from the first aspect ratio to a different second aspect ratio having at least one dimension smaller than the first aspect ratio by removing at least one of rows of pixels or columns of pixels from the audio/video content.

50. (Original) A method as recited in claim 49, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

51. (Currently Amended) A method comprising:

obtaining audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of instructions that use the programmatic data to incorporate popup information into the video of the audio/video content, wherein the popup information includes a link that, when selected by the user, allows the user to purchase an item being displayed as part of the video.

52. (Original) A method as recited in claim 51, wherein using the programmatic data to incorporate popup information into the video comprises using the programmatic data to overlay the popup information on the video.

53. (Original) A method as recited in claim 51, wherein the popup information includes images overlaying the video.

54. (Original) A method as recited in claim 51, wherein the popup information includes text overlaying the video.

55. (Canceled)

56. (Original) A method as recited in claim 51, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

57. (Currently Amended) A method performed by a content player, the method comprising:

obtaining audio/video content having a unique identifier, the audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of executable instructions associated with the unique identifier that use the programmatic data to display popup information when playback of the audio/video content is paused, wherein an association between the unique identifier and the set of executable instructions is stored in a memory of the content player.

58. (Original) A method as recited in claim 57, wherein the popup information includes images overlaying the video.

59. (Original) A method as recited in claim 57, wherein the popup information includes text overlaying the video.

60. (Original) A method as recited in claim 57, wherein the popup information includes a link that, when selected by the user, allows the user to purchase an item being displayed as part of the video.

61. (Original) A method as recited in claim 57, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

62. (Currently Amended) A method comprising:

obtaining audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of instructions that use the programmatic data to allow the user to scan through important scenes of the audio/video content, wherein the programmatic data includes data identifying portions of the audio/video content that are important to the plot of the audio/video content, and wherein the user is allowed to scan through the portions of the audio/video content that are important to the plot.

63. (Canceled)

64. (Original) A method as recited in claim 62, wherein the programmatic data includes data identifying portions of the audio/video content that are important to a sub-plot of the audio/video content, and wherein the user is allowed to scan through the portions of the audio/video content that are important to the sub-plot.

65. (Original) A method as recited in claim 62, wherein the executing comprises executing the set of instructions that use the programmatic data to allow the user to scan through the important scenes by jumping to a next important scene of a plurality of important scenes in response to a user request.

66. (Original) A method as recited in claim 65, wherein the user request comprises activation of a scan button on a remote control.

67. (Original) A method as recited in claim 62, wherein executing comprises executing the set of instructions that use the programmatic data to allow the user to scan through the important scenes by playing back only a set of important scenes in response to a single user request.

68. (Original) A method as recited in claim 62, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

69. (Original) A method comprising:

obtaining audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; and

executing a set of instructions that use the programmatic data to present, to the user, a summary of important scenes of the audio/video content up to a particular point in the audio/video content.

70. (Original) A method as recited in claim 69, wherein the particular point in the audio/video content comprises the point at which the user indicates playback of the audio/video content is to begin.

71. (Original) A method as recited in claim 69, further comprising:

determining a position in the audio/video content where playback of the audio/video content last stopped; and

using the position as the particular point.

72. (Original) A method as recited in claim 69, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

73. (Currently Amended) A method comprising:

obtaining audio/video content to be presented to a user;

obtaining programmatic data associated with the audio/video content; ~~and~~

executing a set of instructions that use the programmatic data to allow the user to access additional episodic content associated with the audio/video content; and

charging a fee for access to the additional episodic content.

74. (Original) A method as recited in claim 73, wherein the additional episodic content includes additional scenes of the audio/video content.

75. (Original) A method as recited in claim 73, wherein the additional episodic content comprises an additional audio track associated with the audio/video content.

76. (Canceled)

77. (Original) A method as recited in claim 73, wherein the set of instructions, the audio/video content, and the programmatic data are all obtained from the same DVD.

78. (Currently Amended) A system comprising:

a processor;

a memory coupled to the processor and configured to store a plurality of modules;

an audio/video playback module configured to receive audio/video content for playback;

and

a programmatic data control module configured to;

receive programmatic data associated with the audio/video content;

monitor a stream of the audio/video content for temporal location identifiers to map the programmatic data to the audio/video content; and

enhance the playback of the audio/video content, wherein the enhancement is based at least in part on the programmatic data, wherein the programmatic data and the audio/video content are part of a same data stream received from a same source.

79. (Original) A system as recited in claim 78, wherein the enhancement comprises:

improving the quality of the video data of the audio/video content;

creating an HDTV (High Definition TV) version of the video data of the audio/video content;

converting the video data of the audio/video content to a different aspect ratio;

incorporating popup information into the video data of the audio/video content;

displaying popup information when playback of the audio/video content is paused;

allowing the user to scan through important scenes of the audio/video content, wherein the important scenes are identified in the programmatic data;

presenting, to the user, a summary of important scenes of the audio/video content up to a particular point in the audio/video content; and

allowing the user to access additional episodic content associated with the audio/video content.

80. (Original) A system as recited in claim 78, wherein the programmatic data control module, the programmatic data, and the audio/video content are received from the same DVD.